



cbi
SEATTLE

OCT. 23-26, 2024

CBI National Student Media Convention
Sponsor and Exhibitor Information
Renaissance Seattle Hotel



The CBI National Student Media Convention is Where Companies Connect with the Future

The College Broadcasters, Inc. (CBI) National Student Media Convention (NSMC) is America's only convention dedicated exclusively to the interests of student TV/video outlets, radio stations, webcasters and convergent media. NSMC attendees are current and future electronic media decision-makers and the conference offers an intimate setting that facilitates personal interaction with convention-goers. With hundreds of attendees from all over the country, the NSMC is the perfect setting to begin cultivating brand loyalty that will last for years to come.

The convention features a two-day trade show on Thursday and Friday, three days of interactive sessions led by broadcast professionals and student media advisers, a new career fair event, special receptions and a closing event with the presentation of the National Student Production Awards on Saturday, Oct. 26. The NSMC is a gathering that lets sponsors, exhibitors and advertisers reach an audience consisting entirely of students and advisers interested in new and traditional electronic media.

Our attendees are decision-makers for small and medium-sized outlets today, and the trendsetters of tomorrow. The NSMC is the right place for you to increase brand awareness, promote your company and reach potential new customers. Through exhibits, sponsorships and advertising, you will demonstrate your support of CBI and campus electronic media while ensuring maximum exposure for your organization.

Exhibit at NSMC's Two-Day Trade Show

Early Bird Space Reservation: \$400 • Reserve by Friday, Aug. 9, 2024
Standard Space Reservation: \$550 • Reserve by Friday, Oct. 4, 2024



All sponsors receive recognition on our convention website, in the convention program and app and on signage in the convention area.

**SAVE \$150 WITH
EARLY BIRD RESERVATION**

Open Thursday, Oct. 24 and Friday, Oct. 25, the NSMC trade show connects exhibitors with convention attendees eager to learn about products and services that will benefit their organizations. Our members are naturally curious about products and services for social media, broadcasting, webcasting, electronic news gathering and reporting, audio processing, promotions, solutions/upgrades to existing platforms and much more. Convention attendees are also interested in internships, graduate programs and career opportunities.

Purchase of your 6-by-6 foot exhibition space includes a table, two chairs, listing of your company information in the convention program and app and two complimentary conference registrations. Exhibition space is limited and reserved on a first-come first-paid basis, so act early.





Connect Directly With Attendees

In addition to one-on-one conversations with convention attendees within our exhibition space, CBI offers you these options to get your message out directly to our members.

Vendor-Supplied Convention Bag Insert: \$75

A CBI tradition that is popular with our attendees. We stuff our convention bags with your vendor-supplied item.

CBI-Produced Convention Bag Flyer Insert: \$500

Let CBI do the work for you! Send us a PDF of your flyer design, and we'll produce 500 double-sided glossy paper flyers and put them in the attendees' bags. As we move away from a printed program to an environmentally-friendly convention app, this is a wonderful replacement for a program ad.

Activity Stream Header: \$300 for one day

Our new convention app will be heavily used by attendees. Get noticed by sponsoring the activity stream header that everyone on the app will see! Sponsor one day for \$300 or all three \$750.

Convention App Push Notification: \$125

Exhibitors and sponsors can send out a one-time notification to all users of the convention app. So you will get noticed, CBI is limiting sponsor notifications to just three per day, so space is limited.

"Sessions at a Glance" Exclusive Sponsorship: \$1,000

To replace the session grids that appeared in our convention program, we've created a Sessions at a Glance brochure for attendees to reference. Your logo will be repeatedly seen if you choose to become the exclusive sponsor of this vital NSMC reference guide.

Sponsorship Opportunities

In addition to trade show exhibition space and program ads, the NSMC offers companies, consultants, nonprofits, schools and others a number of sponsorship and marketing opportunities to help increase your visibility. The following affordable options are available on a first-come basis.

SWAG

Convention Bag Exclusive Sponsor: \$1,500

Your logo will appear exclusively with the CBI logo on souvenir bags given to each convention attendee and speaker.

Convention Lanyard Exclusive Sponsor: \$1,500

Your company name or logo printed alongside CBI on the convention lanyard given to every attendee and speaker.

ID Badge Sponsor: \$1,500

Your logo will appear exclusively with the CBI logo on all convention name badges. Sponsor also has the option to print a message, coupon or special offer on the back of the name badge.

Convention Bag Insert: \$75

Vendor supplied single insertion flyer or promotional item for registration bags.

AWARD SPONSORSHIPS

The National Student Production Awards are the country's most prestigious awards for student electronic media. More than 800 student-produced entries are professionally judged each year. There are more than 30 award categories, including Best Newscast, Best Play-By-Play, Best Documentary, Best Student Media Website and Best Station Imaging.

Individual Awards Category Sponsor: \$300

Companies and organizations may sponsor one or more specific awards categories and receive recognition during the ceremony.

National Student Production Awards Ceremony Sponsorship: \$2,500

The ceremony sponsor is branded throughout the awards program, and acknowledged in the convention app. Sponsorship helps to offset the costs of producing the ceremony.

EVENTS

Evening Reception and Swag Swap: \$2,500

A CBI tradition, the Thursday evening reception for NSEMC attendees always draws a crowd. Receive signage, recognition in convention materials and an opportunity to address reception participants while helping to provide convention-goers with refreshments and entertainment.

Afternoon Break: \$5,000

Cookies, brownies or other treats served in the trade show/registration area to encourage interaction with the exhibitors. Sponsorship includes branding at the event, a bag insert promoting the break and your company and recognition in convention materials.

NEW for 2024: Career Fair

Is your company looking for interns, fellowships or new hires? Interested in getting your opportunities in front of the best and brightest new talent ready to hit the market? Email CBI VP John Owens at vp@AskCBI.org for more info!



SEATTLE 2024 CBI National Student Media Convention

YES, please reserve space for our exhibition/sponsorship at the CBI National Student Media Convention at the Renaissance Seattle Hotel. Please send the following:

1. Completed and signed application/contract.
2. A 40-word or less description of products/services (email to development@AskCBI.org).
3. A vector graphic file (EPS) and a JPEG file of your logo (email to development@AskCBI.org).

NOTE: If submitting after the printed program deadline, please realize you may not be listed on official convention materials and displays.

Company/ Organization			
Contact		Title	
Street Address			
City		State	Zip Code
Phone		Mobile	
Email			Fax
Company Website			

Staff Member Name 1	
Title	
Email	Mobile

Staff Member Name 2	
Title	
Email	Mobile

Payment

Payment in full is required to reserve exhibition space, sponsorship, and/or advertising. CBI accepts payment via PayPal and by Visa, MasterCard, AMEX, and Discover. Those paying by PayPal or credit card will receive an invoice by email, payable within seven days. If paying by check, please enclose payment with this form made payable to College Broadcasters, Inc.

- Check Enclosed**
- Invoice Me for Payment by PayPal/Credit Card by email**

Email address: _____

Total Amount Due: \$

Reserve Exhibition Space <input type="checkbox"/> Early Bird Space Reservation \$400 (8/9/24) <input type="checkbox"/> Standard Space Reservation \$550 (by 10/4/24) <input type="checkbox"/> I am eligible for an associate member discount.

Purchase of your space includes a table, two chairs, company information in the convention program, and two complimentary conference registrations. Exhibition space is limited, so reserve early to ensure your opportunity to reach conference attendees!

I need electricity.*
 I need wireless Internet.*
 I need wired Internet.*
**Additional hotel fees may apply.*

Sponsorship and Marketing Opportunities

- Convention Bag Sponsor \$1,500 (exclusive)
- Convention Lanyard Sponsor \$1,500 (exclusive)
- Convention ID Badge Sponsor \$1,500 (exclusive)
- Vendor-Supplied Bag Insert \$75
- CBI-Produced Bag Insert \$500
- Keynote Address \$2,500
- Swag Swap or Student Welcome Reception \$2,500
- Afternoon Break \$5,000
- National Student Production Awards Ceremony Sponsorship \$2,500
- Individual Awards Category Sponsor \$300

Convention App (by 9/20/24):

- Activity Stream Header \$300/day
- Activity Stream Header 3-days \$750
- App Push Notification \$125/each
- Sessions at a Glance Sponsor \$1,000

Agreement

I, the undersigned, agree to abide by the provisions of the rules and regulations governing the CBI Trade Show and NSMC sponsorships and accept the terms of the cancellation and exhibitor policies outlined in the Exhibition Space Terms and Agreement.

Questions? Email development@AskCBI.org.

Signature: _____
Date: _____

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EXHIBITION SPACE AGREEMENT AND EXHIBITOR/SPONSOR/ADVERTISER TERMS AND CONDITIONS

ELIGIBLE EXHIBITS: College Broadcasters, Inc. reserves the right to determine the Exhibition eligibility of each Company and/or Product for this trade show and further reserves the right to reject any application and/or limit space assigned to any one company without explanation.

INTERNET AND ELECTRICAL POWER: All arrangements for wired Internet and major electrical power requirements must be made directly with the Renaissance Seattle Hotel. College Broadcasters, Inc. assumes no responsibility for expenses incurred for electrical, Internet or other utility hookups and usage on the trade show floor or elsewhere in the hotel. When possible, College Broadcasters, Inc. provides wireless Internet and basic wall outlet electricity to exhibitors free of charge, but these complementary amenities are not guaranteed.

EXHIBITION SPACE AND BOOTH CONSTRUCTION: Exhibitors are renting an approximately 6 x 6 foot exhibition space. The exhibition booth fees provide exhibitors with a standard hotel rectangular table and two chairs, table draping, two conference registrations and two copies of the convention program. Exhibitors may bring prefabricated booths, which are limited to 7 x 6 foot. College Broadcasters, Inc. and the Renaissance Seattle Hotel reserve the right to alter the official floor plan, and/or reassign any Exhibitor's location as deemed advisable and further reserve the right to make such changes, amendments and additions to these rules as such further regulations as it considers necessary for the good of the trade show.

FIREPROOFING: All booth material and decorations must be fireproof in accordance with the laws and regulations of the State of Washington, the City of Seattle and hotel management.

EXHIBITION RESTRICTIONS: No Exhibitor or part of an exhibition will be admitted to any space until rental of the space has been paid in full. No Exhibitor may dismantle an Exhibition until after the closing hour of the trade show without prior permission. The Exhibitor shall properly staff the Exhibition during trade show hours. Exhibitors are liable for any damage caused to building walls, doors or other exhibition space property. The appearance of an exhibiting firm does not constitute an endorsement or approval by College Broadcasters, Inc. Exhibitor may not use the trademark, name or logo of the College Broadcasters, Inc. without written permission of College Broadcasters, Inc.

GENERAL TRADE SHOW POLICIES: Distribution of literature or samples must be related to Exhibition and distribution limited to within Exhibitor's space. No food or beverages, other than those permitted by the hotel, may be distributed from Exhibitor's space. Assignment or subletting of assigned space by Exhibitor is not permitted for any reason without written approval of College Broadcasters, Inc. Exhibitor must comply with all local, state and federal laws, rules, regulations and ordinances in force. The Exhibitor may not display signs that are not professionally prepared or, in the opinion of College Broadcasters, Inc. detract from the appearance of the Trade Show in any manner whatsoever. Exhibitor may only distribute literature, samples, and promotional items that relate directly to the Exhibitor's exhibition and products/services. Distribution of materials promoting entities not directly linked to the exhibition or Exhibitor is not permitted. College Broadcasters, Inc. has sole control over all admission policies at all times.

LIMITATION OF EXHIBITS: College Broadcasters, Inc. reserves the right to stop or remove from the Show any Exhibitor, or their representative, performing an act or practice which, in the opinion of College Broadcasters, Inc. is objectionable or detracts from the dignity of the trade show. College Broadcasters, Inc. reserves the right to refuse admittance of exhibits or materials to the trade show until all dues and fees owed are paid in full.

BOUNDARIES: All parts of all exhibitions must be within Exhibitor's assigned space boundaries. Aisle space is under control of College Broadcasters, Inc.

SECURITY: The safekeeping of the Exhibitor's property shall remain the responsibility of the Exhibitor.

EXHIBITOR LODGING: Exhibitors are strongly encouraged to reserve rooms in the official convention hotel. When reserving accommodations for yourself or other members of your exhibiting party, please do not overbook with the intention of releasing rooms. Only reserve the number of rooms that your delegation will need.

RELEASE AND LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against College Broadcasters, Inc. and/or convention sponsors for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while the convention is in progress, being set up or taken down.

INDEMNIFICATION OF COLLEGE BROADCASTERS, INC: Exhibitor agrees to indemnify and hold harmless College Broadcasters, Inc. against any and all claims of any person, arising out of acts, omissions or negligence of Exhibitor, its agents or employees (including exhibition installation/removal staff). Any dispute arising from this agreement the Exhibitor agrees will be handled by a competent arbitrator.

CANCELLATION OR WITHDRAWAL: Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation; if written notice is received more than 60 days prior to October 22, 2024, Exhibitor shall be refunded 60% of total payments made to College Broadcasters, Inc. No refunds will be allowed for any cancellation by exhibitors, sponsors or advertisers less than 60 days prior to October 22, 2024.

TERMINATION OF CONVENTION/TRADE SHOW: If College Broadcasters, Inc. determines that the premises where the convention and/or trade show is to be held have become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, other emergency, or any act or event not the fault of College Broadcasters, Inc., this agreement may be terminated by College Broadcasters, Inc. In the event of such termination, the Exhibitor waives any and all damages to College Broadcasters, Inc.

I am authorized by my company to contract for exhibition space at the 2024 CBI National Student Electronic Media Convention, as indicated above and have carefully read, understand and accept this Agreement/Terms and Conditions.

Signature _____ **Title** _____

Print Name _____ **Date** _____